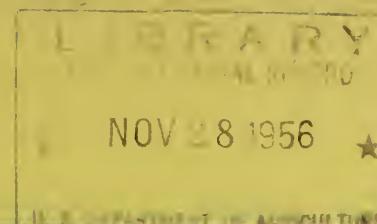


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# Household Purchases of Butter, Fluid Whole Milk, and Fluid Skim Milk,

## July 1956



HPD - 29

September 1956  
Agricultural Marketing Service  
U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

## PREFACE

This series of monthly reports is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA, Title II).

Reports in this series covering the months April 1954 through March 1956 showed estimates of household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. Starting in April 1956 the coverage was changed to include data on fluid whole milk and fluid skim milk products in addition to butter. The reporting on cheese, nonfat dry milk solids, and margarine was discontinued at that time.

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it, under contract with the Department. The data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Additional data on butter only for the months April 1953-March 1954 are also available. The data prior to April 1954 were based on a sample of about 4,300 families and were statistically adjusted to the level reported from the 5,800-family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF BUTTER, FLUID WHOLE MILK  
AND FLUID SKIM MILK, JULY 1956

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) to permit comparisons of purchase volume between periods of equal length.

SUMMARY

Butter: Household purchases of butter during July 1956 were about 7 percent larger than the amount bought in July 1955. This marked a return to the upward trend indicated in the 27 months prior to June of this year when purchases dipped slightly below a year earlier. Butter purchases for household use this July were 61 million pounds, 12 percent greater than the 54 million pounds average for July 1953-55 (fig. 1).

For the April-July 1956 period, household purchases of butter were about 3 percent higher than in the same period of 1955. In the periods April 1955-March 1956 and April 1954-March 1955, butter purchases for household use were 5 and 13 percent higher, respectively, than in the preceding dairy marketing year.

The average price paid for butter by consumers in this survey has leveled off since May and was at about 68.5 cents per pound in July 1956. This July 1956 price, however, was about 2 cents per pound more than the price prevailing a year earlier.

The July 1956 data indicated over 45 percent of all families purchased butter. This was a gain over a year earlier and continued the trend of prior months, with the exception of a slight decline in the percentage of all families buying butter in June 1956 compared with June 1955. Both the frequency of purchase and quantity per purchase for families buying butter in July 1956 were up slightly from the same month last year (table 1).

Purchases of butter per person for household use during July 1956 were about 6 percent larger than in July 1955. The July 1956 purchase rate of 0.38 pound per person was also well above the rates for July of 1953 and 1954. 1/

Fluid Milk: Fluid milk purchased by householders in the 28-day period of July 1956 totaled 1,132 million quarts compared with 1,059 million quarts purchased in July 1954. This increase of 7 percent in the total quantity of fluid

1/ Household purchases of butter per person, as shown in this report, do not include butter consumed on farms where produced, domestic donations through the various food distribution programs, and that used by institutions, such as hotels, hospitals, and restaurants.

milk purchased was composed of a 6 percent gain in fluid whole milk and 18 percent in fluid skim milk. On a per person basis, the increase in the overall rate of purchase of fluid milk products by householders resulted in a 17 percent gain for skim products and a 5 percent gain in fluid whole milk. The number of quarts of fluid milk purchased per household member during July 1956 was 7.01 quarts compared with 6.65 quarts in July of 1954.

During the 4-week period of July 1956, about 84 percent of all families reported purchasing fluid milk, including whole and skim--over 2 percent larger than those reported for July 1954. <sup>2/</sup> Fluid whole milk was purchased by 82 percent of all families while about 21 percent bought fluid skim milk products during July of this year. These data indicate a small increase over July 1954 in the percentage of families buying both fluid whole milk and fluid skim milk products (table 5).

Purchases of total fluid milk and fluid whole milk per person in households were up during July 1956 from the preceding month but were below the April and May level. In contrast, between June and July 1954 total fluid and fluid whole milk purchases per person declined. For skim products, purchases per householder were unchanged from June to July 1956--the same pattern prevailed in 1954.

Fluid Whole Milk: Household purchases of fluid whole milk during July 1956 were 63 million quarts above those of July 1954. Fluid whole milk purchases were 4 percent greater for the 4 months ending with July 1956 than for the same period in 1954.

Total fluid whole milk purchased in July 1956 by householders by container size was: 7 percent in gallons; 32 percent in half-gallons; and 61 percent in quarts. These percentage figures for July continued to reflect the tendency of consumers to purchase a larger proportion of milk in the larger containers, gallons and half-gallons, and less in the single quart containers (table 3).

The most noticeable shift from July 1954 to July 1956 in household purchases of fluid whole milk, concerning choices of the various container sizes, was the more than 67 percent increase in the amount purchased in half-gallons. The amount bought in the gallon size container increased about 37 percent and that purchased in quart size containers declined 14 percent between the periods mentioned (fig. 3).

Household consumers paid an average of 22.5 cents per quart for all purchases of fluid whole milk during July 1956 compared with 21.8 cents in July 1954. The average price increase per quart for fluid whole milk sold in half-gallon and gallon containers from July 1954 to July 1956 was almost twice that for milk bought in quart containers. The average price per quart reported in July 1956

<sup>2/</sup> Slightly over 10 percent of all families reporting in this survey live on farms and many of these families have farm produced milk available for their use.

for fluid whole milk purchased in the various container sizes was: 18.3 cents in gallons; 21.3 cents in half-gallons; and 23.5 cents in quarts.

The quantity of whole milk purchased increased from June to July 1956--the reverse of the movement observed between the same months in 1954. Price movements from June to July 1956 were mixed, price for whole milk purchased in gallon and quart containers increased while the half-gallon container price remained unchanged; in contrast, the average price paid per quart for whole milk from June to July 1954 increased for all 3 container sizes.

Fluid Skim Milk: Total purchases of fluid skim products during July 1956 were up 18 percent from July of 1954. For the April-July 1956 period, these purchases were reported to have been 22 percent greater than in the comparable period of 1954.

The quantity of fluid skim items purchased by container size during July 1956 was as follows: 77 percent in quarts; 19 percent in half-gallons; about 3 percent in gallons; and other sizes in only fractional amounts. Fluid skim purchased by householders in half-gallon containers increased about twofold over the same month of 1954. The amount purchased by householders in gallon containers declined slightly and purchases in quart containers were up about 4 percent (table 4).

The price for fluid skim products sold in gallon containers increased 21 percent from July 1954 to July 1956; that sold in quart containers 1 percent; and that in half-gallon containers remained unchanged. However, because of shifting proportions of the total towards larger size containers, which sell at lower equivalent prices, the overall average price was unchanged from July 1954 to July 1956. The overall price paid by consumers for all skim items purchased during July 1956 was 18.6 cents per quart with the price per quart averaging 11.1 cents in gallons; 16.1 cents in half-gallons; and 19.5 cents in quart containers.

Except for the amount bought in half-gallons, skim milk purchased for household use declined from June to July 1956. This resulted in an overall decrease in the total amount bought. Prices for fluid skim items bought in quart and gallon containers were up in the June to July period of this year while half-gallon prices declined slightly.

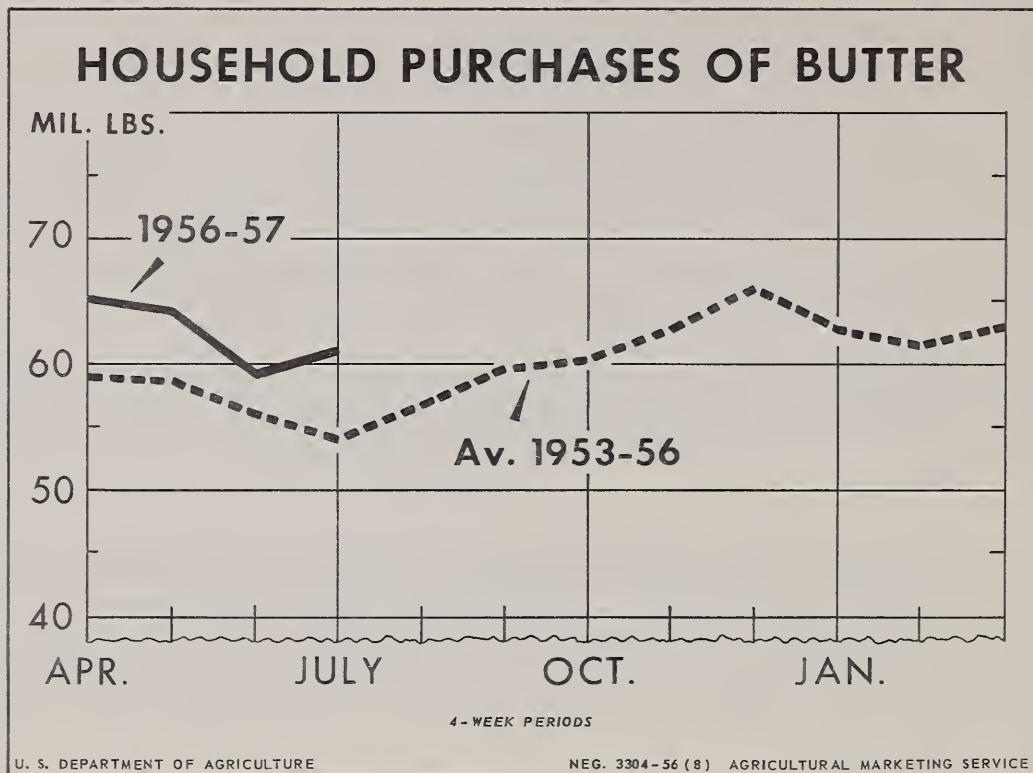


Figure 1

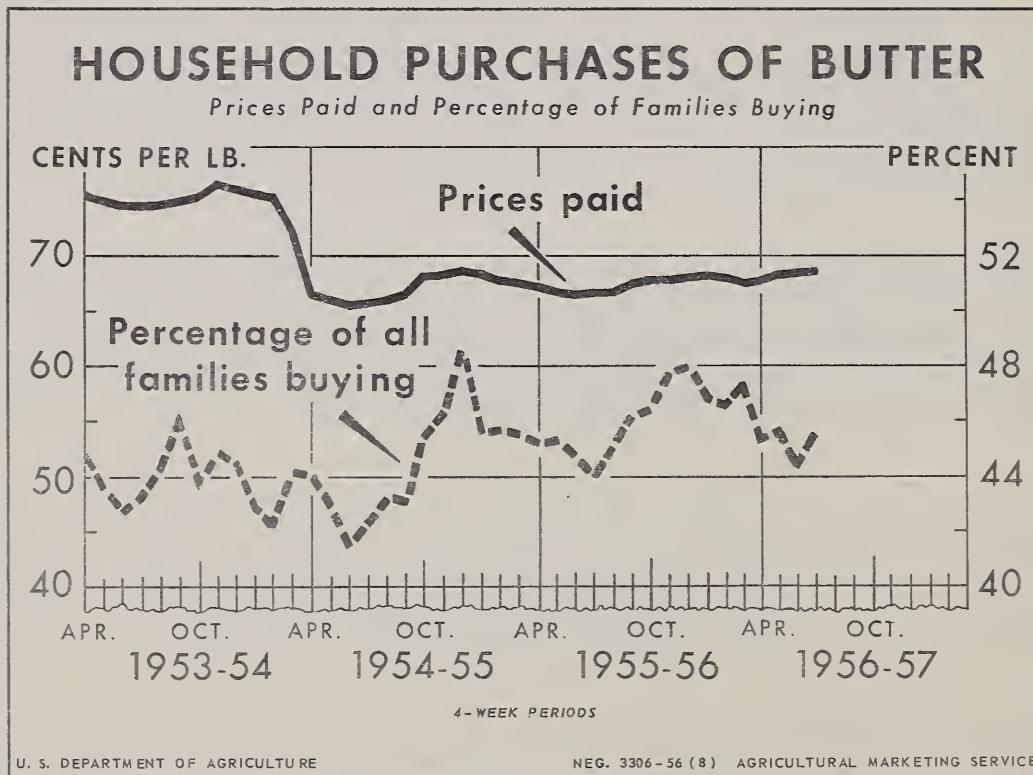


Figure 2

Table 1.--Butter: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased							
	Total				Per 1,000 population			
	1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds
April.....	65.1	62.7	58.0	56.2	401	388	367	369
May.....	64.2	62.2	58.5	54.7	396	385	371	359
June.....	59.3	61.3	54.5	51.9	366	380	345	340
July.....	61.0	57.0	54.2	50.9	377	356	341	332
August.....		58.7	57.9	53.3		366	364	348
September.....		63.1	60.4	55.1		394	379	360
October.....		66.0	63.2	51.0		409	394	331
November.....		68.0	65.7	54.4		422	410	353
December.....		72.4	69.2	55.5		449	432	361
January.....		66.2	65.3	56.6		411	407	367
February.....		67.2	63.8	53.4		417	398	346
March.....		68.3	64.0	56.3		423	399	365
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.....	.....	.....	.....	.....	.....	.....	.....	.....
.....	.....	.....	.....	.....	.....	.....	.....	.....
Percentage of all families buying								
1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54	
Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents	
April.....	45.3	45.1	44.0	44.7	67.7	67.2	66.6	75.4
May.....	45.6	45.2	42.8	43.5	68.4	66.7	66.0	75.0
June.....	44.4	44.6	41.4	42.7	68.4	66.5	65.7	74.5
July.....	45.5	44.0	42.2	43.3	68.5	66.7	65.8	74.5
August.....		45.1	43.3	44.2		66.7	66.0	74.7
September.....		46.1	43.1	45.9		67.4	66.4	74.9
October.....		46.3	45.4	43.7		67.7	68.1	75.3
November.....		47.6	46.2	44.8		67.6	68.2	76.6
December.....		49.0	48.5	44.4		67.8	68.6	76.0
.....	.....	.....	.....	.....	.....	.....	.....	.....
January.....		46.9	45.5	42.8		68.0	68.2	75.6
February.....		46.5	45.6	42.2		67.8	67.7	75.2
March.....		47.2	45.4	44.1		67.5	67.6	72.2
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(Continued)

Table 1.--Butter: Household purchases and average price per pound, U. S., 4-week periods (continued)

Period	Per buying family							
	Purchases				Quantity per purchase			
	1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds
April.....	2.66	2.64	2.74	2.71	1.11	1.09	1.09	1.06
May.....	2.63	2.60	2.80	2.75	1.10	1.10	1.10	1.04
June.....	2.51	2.60	2.72	2.64	1.09	1.09	1.09	1.04
July.....	2.47	2.45	2.65	2.58	1.10	1.09	1.09	1.04
August.....		2.50	2.81	2.67		1.08	1.08	1.03
September.....		2.58	2.86	2.69		1.09	1.09	1.03
October.....		2.68	2.84	2.59		1.10	1.09	1.02
November.....		2.66	2.88	2.65		1.11	1.09	1.04
December.....		2.70	2.66	2.68		1.13	1.11	1.05
January.....		2.65	2.73	2.90		1.10	1.09	1.04
February.....		2.70	2.65	2.73		1.10	1.10	1.04
March.....		2.68	2.67	2.75		1.11	1.09	1.04

Table 2.--Fluid whole milk and fluid skim milk: Total household purchases and average price paid per quart, U. S., 4-week periods

Period	Quantity purchased			
	Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts
April.....	1,086	1,046	68.2	54.7
May.....	1,093	1,064	67.3	53.6
June.....	1,064	1,034	65.9	55.7
July.....	1,067	1,003	65.4	55.3
August.....		1,021		59.2
September.....		1,082		61.7
October.....		1,112		58.7
November.....		1,117		55.0
December.....		1,119		53.0
January.....		1,125		54.6
February.....		1,121		58.7
March.....		1,116		61.6

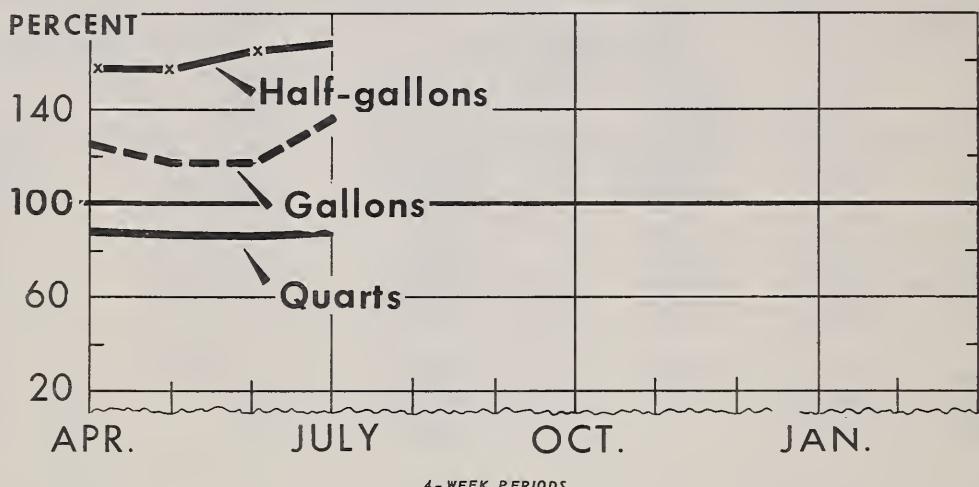
  

	Average price paid per quart equivalent			
	Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents
April.....	22.2	21.9	18.5	18.8
May.....	22.3	21.6	18.6	18.5
June.....	22.4	21.6	18.5	18.4
July.....	22.5	21.8	18.6	18.6
August.....		22.0		18.7
September.....		22.2		19.2
October.....		22.3		19.0
November.....		22.4		18.9
December.....		22.4		18.8
January.....		22.3		18.8
February.....		22.3		18.6
March.....		22.1		18.5

1956-57 as a % of 1954-55

## HOUSEHOLD PURCHASES OF FLUID WHOLE MILK

By Size of Container

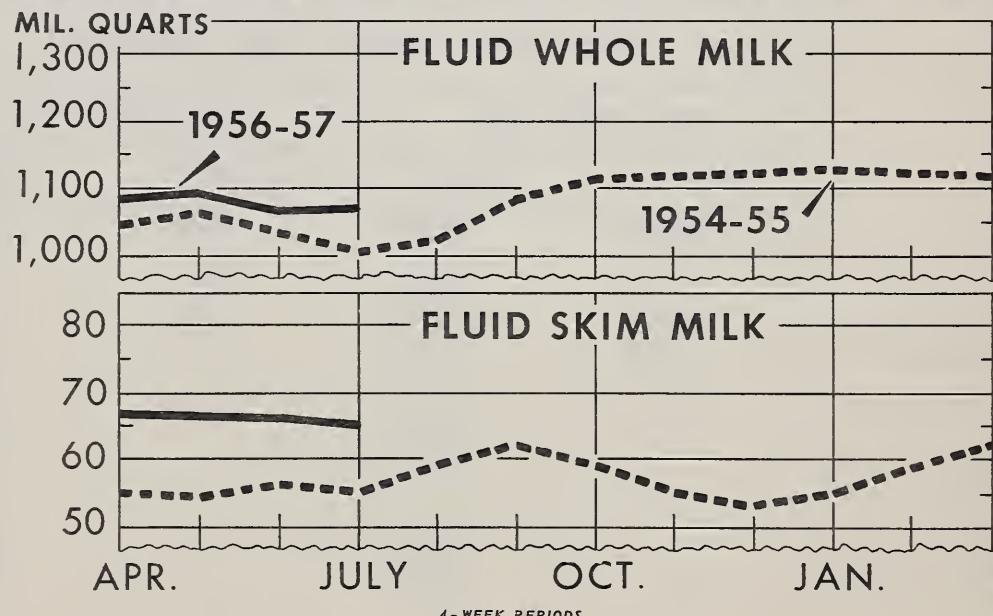


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NEG. 3305-56 (8) AGRICULTURAL MARKETING SERVICE

Figure 3

## HOUSEHOLD PURCHASES OF FLUID MILK



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Figure 4

Table 3.--Fluid whole milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased							
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	691	787	321	202	72.4	57.3	1.5	0.4
May.....	690	793	330	208	72.4	62.1	0.7	0.5
June.....	663	772	329	200	71.2	60.7	0.5	0.3
July.....	651	745	341	204	73.6	53.7	0.8	0.3
August.....		759		208		54.0		0.6
September.....		801		219		61.3		0.6
October.....		816		230		66.2		0.7
November.....		811		242		62.3		0.9
December.....		805		247		66.3		1.0
January.....		800		254		69.2		0.9
February.....		790		256		74.4		0.9
March.....		783		260		70.9		1.2
Average price paid per quart equivalent								
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
	23.2	22.7	20.9	20.4	18.1	17.5	1/	1/
April.....	23.3	22.4	21.2	19.9	18.5	17.0	1/	1/
May.....	23.3	22.5	21.3	19.5	18.2	16.6	1/	1/
June.....								
July.....	23.5	22.7	21.3	19.7	18.3	16.8	1/	1/
August.....		22.8		20.1		17.2	1/	1/
September.....		23.1		20.4		17.2	1/	1/
October.....		23.2		20.6		17.6	1/	1/
November.....		23.2		20.7		17.8	1/	1/
December.....		23.3		20.5		18.2	1/	1/
January.....		23.2		20.5		17.9	1/	1/
February.....		23.3		20.5		17.9	1/	1/
March.....		23.1		20.3		17.7	1/	1/

1/ Not available.

Table 4.--Fluid skim milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased							
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	53.4	47.9	11.9	4.0	2.7	2.7	0.2	0.1
May.....	51.9	47.2	13.0	3.8	2.3	2.4	.1	.2
June.....	50.7	48.7	12.7	5.4	2.4	1.5	.1	.1
July.....	50.2	48.5	12.9	4.4	2.2	2.3	.1	.1
August.....		50.6		5.5		3.0		.1
September.....		53.3		5.4		2.8		.2
October.....		51.4		4.8		2.2		.3
November.....		48.9		4.4		1.7		.1
December.....		46.4		4.7		1.7		.2
January.....		46.0		6.5		2.0		.1
February.....		50.2		6.4		1.9		.2
March.....		52.4		7.3		1.7		.2
.....								
Average price paid per quart equivalent								
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
	19.2	19.4	16.5	15.7	11.3	11.9	1/	1/
April.....	19.3	19.0	16.6	15.7	11.6	10.3	1/	1/
May.....	19.3	18.9	16.5	15.7	10.5	10.4	1/	1/
June.....	19.5	19.3	16.1	16.1	11.1	9.2	1/	1/
July.....		19.4		16.6		9.5		1/
August.....		20.1		15.4		9.4		1/
September.....								
October.....		19.5		17.2		12.4		1/
November.....		19.4		15.8		10.7		1/
December.....		19.2		17.1		10.8		1/
January.....		19.3		16.7		12.6		1/
February.....		19.1		16.6		10.5		1/
March.....		19.1		15.9		12.5		1/
.....								

1/ Not available.

Table 5.--Fluid whole milk and fluid skim milk: Percentage of families buying, U. S., 4-week periods

Period	Any fluid milk		Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Percent	Percent	Percent	Percent	Percent	Percent
April.....	81.8	82.6	79.8	81.0	19.4	18.7
May.....	82.8	80.9	80.9	79.5	19.2	18.0
June.....	82.0	81.6	80.4	80.1	20.0	19.4
July.....	83.5	81.1	82.0	79.8	20.5	19.3
August.....		81.9		80.5		19.8
September.....		81.4		80.0		19.2
October.....		82.9		81.4		17.9
November.....		82.7		81.3		18.2
December.....		82.6		81.1		16.7
January.....		81.8		80.2		18.9
February.....		83.2		82.0		18.7
March.....		81.9		80.3		19.6
.....						

Table 6.--Fluid whole milk and fluid skim milk: Household purchases per capita in quart equivalent, U. S., 4-week periods

Period	Total		Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
April.....	7.11	6.97	6.69	6.62	0.42	0.35
May.....	7.15	7.07	6.74	6.74	.41	0.34
June.....	6.96	6.90	6.55	6.54	.41	0.35
July.....	7.01	6.65	6.60	6.31	.41	0.35
August.....		6.79		6.42		0.37
September.....		7.19		6.80		0.39
October.....		7.31		6.94		0.37
November.....		7.31		6.97		0.34
December.....		7.31		6.98		0.33
January.....		7.35		7.01		0.34
February.....		7.36		6.99		0.37
March.....		7.34		6.96		0.38
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